

Panel III Helen Vost, ISCA

Generations Uniting through Movement (GUM)

- Two-year intergenerational project supported by the EU Erasmus +programme
- Aim to bring together young people (under 24 years) with older people (65years+) to co-design sessions to increase physical activity in both generations
- Seven project partners from across Europe with ISCA as the lead coordinator and organisations from Bulgaria, France, the Netherlands, Slovenia, Spain and the UK
- Pilot GUM projects delivered in five countries where practitioners were recruited, trained and supported to facilitate local activities

Why GUM?

Research partner - University of Applied Sciences, Groningen (Netherlands)

Issues faced by target groups:

- Loneliness
- Depression
- Not meeting the WHO's recommended daily level of physical activity

Identified examples of successful intergenerational projects - Slovenia, Spain, UK

What GUM offers

- Free to access online training tool
- Comprehensive step by step guide on how to design and deliver a grassroots intergenerational physical activity programme
- Case studies
- Video
- Website - www.generationsmove.org

Feedback

Young volunteer

‘This programme has given me the opportunity to meet and share the energy and the morale too. It was really great.’

Senior participant

‘You learn a lot and then you remember it when you are home alone and it does us good’

GUM impact

- Wider than increased physical activity
- Benefits reported in both generations
- Improved relationships
- Changed attitudes

Great potential with great experience – powerful formula for success

- o How does ISCA bring different groups together to support intergenerational sport?

ISCA held a Moving People - Moving Europe Conference in Slovenia in November 2024 for member organisations and partners and GUM was one of the projects featured. Next week in Copenhagen ISCA’s biannual MOvE Congress will take place in Copenhagen from 29-30 November and provide a fabulous opportunity for 850 representatives from like minded organisations to network and share experience. ISCA also promotes GUM through its newsletters, podcast, infographic and website.

- o How can NGOs like GUM ensure their intergenerational projects are sustainable and scalable across countries?

Sustainability of projects when main funding comes to an end is a common challenge. The success of some of the GUM pilots has meant that some have become embedded already. For example - there are schools in UK who have built intergenerational activity into their weekly curriculum. GUM partners have continued to try to attract continued funding from local sources and GUM resources are free to access. Also, implementation costs are low but do rely on committed staff resource.